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TO: Vic Han, Marc Firestone, Jack Lenzi March 8, 1995

FROM: Ellis Woodward

SUBJECT: Preparations for Kessler Speech -- Wednesday, March 8th

The following elements have been prepared in anticipation of FDA Commissioner Kessler's speech at Columbia University on Wednesday, March 8, 1995:

(1) Colleen has been notified and the 23rd Floor Conference Room will be set up and staffed.

(a) Christine has prepared a cart with FDA resource materials which will be located in the conference room.

(b) the law library will be set up for Steve Parrish taping with Reuters (confirm).

(2) Jack Lenzi will remain at 120 Park while Marc Firestone, Richard Frisch and Woodward cover the Kessler speech (arrive CU no later than 3:00 PM). Vic Han will be at home and available to come to NYO if necessary.

(3) Immediately following the speech, Firestone and/or Woodward will call in and report so that the statement and message points can be prepared (Lenzi and Daragan) and the implementation of the rest of the media plan can begin. In addition, Frisch will proceed with final editing of a VNR/B-Roll. Jack will contact Windy Leavell in Washington who will write the radio actuality.

(4) Steve Parrish will arrive at Tetterboro at 5:00 PM and call in to Jack Lenzi in the conference room for instructions on where to proceed.

(5) Reuters has prepared a script for the 5 minute background piece to go out via satellite Wednesday evening and/or Thursday morning which has been approved (attached). This is being modified for a VNR (to include a Parrish sound bite which will be taped this afternoon). In addition, Reuters has on hand all of the video it has previously shot on youth and smoking.

(a) Reuters is prepared to manage a satellite tour Wednesday evening (beginning at 8:00 PM) and Thursday (beginning at 10:30 AM) for as long as necessary (Steve's schedule can be cleared).

(b) VNR will be distributed via satellite on Wednesday and Thursday.

(c) Frisch and a Reuters crew will be standing by near the Columbia Law School. Woodward will advise Frisch if it is okay to have the crew proceed to the law school to cover the speech.

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(d) Frisch will accompany Firestone and Woodward to 120 Park to handle the Parrish taping. Once that is finished, Frisch and Lenzi will proceed to Reuters 8th Avenue studio to approve the final B-Roll/VNR. Parrish will proceed to Reuters 3rd Avenue studio for the satellite media tour. Lenzi will meet Parrish at the 3rd Avenue studio.

(6) Radio actuality will be written by Windy Leavell. He has made arrangements for News Broadcast Service to produce the spot(s) after 6:00 PM for nationwide distribution the following morning.

(a) Woodward will handle actuality after returning to NYO.

(7) Burson-Marsteller will distribute release and/or statement. They are prepared to "broadcast" our release/statement via fax to 500 nationwide media contacts including the networks, the news magazines, selected foreign media in Washington and New York, and science and business writers.

(a) manage the radio actuality (see above);

(b) send out materials to selected editorial writers and columnists on Wednesday or Thursday for overnight delivery;

(c) prepare an op-ed for Fred Bond to be distributed to weekly newspapers;

(d) we have overnighted large PM mailing envelopes and Philip Morris stationary for their use;

(e) Gary Auxier will arrive at the 23rd floor conference around 3:00 PM. Windy Leavell will be in Washington.

(8) Philip Morris/NYO will:

(a) transfer computer disk with FDA materials for B-M/DC and B-M/NY (Mary Ellen);

(b) monitor wires Tuesday and Wednesday (Brendan McCormick);

(c) screen media calls (in coordination with Colleen Flinn);

(d) put out statement and/or release to PR, AP, UPI, business wires (Mary Ellen/Dolly);

(e) fax release to Burson-Marsteller for nationwide distribution.

(9) Keep Mike Kenney and Hobie Millington up to date.

(10) Woodward has left messages with Maura Ellis and Peggy Carter who are at a meeting until 3:00 PM. They are to all Jack when they return to their office to discuss reaction strategy.

(11) Brennan Dawson is up to date. The TI is prepared to respond (by itself if we determine that is the right course, or as part of a coordinated response).

Other

(1) Assisting Marc Firestone with placement of editorial.

(2) Per my conversation with David Nicoli, we will be prepared to supply one-minutes.

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